

Impact Management and Measurement

UGRA_016193

Departments	Department of Strategy & General Management
Teaching Languages	English
ECTS	5
Teacher responsible	Hehenberger Lisa - lisa.hehenberger@esade.edu

Course Goals

This course will provide students with detailed knowledge of how to measure and manage impact.

At the end of the course, students should be able to:

- Understand how to make impact actionable in any organization
- Follow the process of impact measurement and handle the main tools and frameworks
- Apply impact measurement and management in concrete projects

Teaching methodology

This course will be taught by a team of researchers and practitioners with extensive knowledge of impact measurement. It will include many practical exercises and projects that will allow students to move between theory and practice.

Description

Short description

This course aims to generate deep knowledge and practical experience in how to measure and manage impact.

Activities

In-class discussions and debates

Analytical exercises

Quizzes/tests

Practical exercises with professional software

Group presentations

Interaction with visiting guest professionals

Project development and presentation

Projects with companies and consulting projects

Case study analyses

Assessment

Tool	Assessment tool	Category	Weight %
Written and/or oral exams	Individual exam	Retake and ordinary round	40.00%
Attendance and punctuality	Individual class participation	Ordinary round	20.00%
Group project	Group work	Ordinary round	40.00%

PROGRAMS

BITLASI22-Bachelor in Transformational Leadership and Social Impact (Undergraduates: Business)
 BITLASI22 Year 4 (Optative)